



Virginia Green Events



Profile:

Beach Music Weekend

Virginia Beach, Virginia

Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green Events** have been thoughtfully planned and designed to minimize the event's impacts on the environment. This event has met the established "core activities" for *Green Events* and has committed to communicate its activities to its participants. Below is a list of this event's "green" activities that participants can expect.

Beach Music Weekend May 14-18, 2008

29th street and the Beach

Virginia Green Activities. When participating in Beach Music Weekend, you can expect the following practices:

CORE ACTIVITIES for Green Events

- ☒ **Recycling.** Events must provide recycling for its participants. Recycling should be highly visible and made available to the public with clear signage.
 - Aluminum Cans, Plastic Bottles, Glass Bottles, Paper, Cardboard
- ☒ **No Styrofoam.** Events should eliminate the use of Styrofoam cups and plates. If you must use disposables, use products that are bio-based, paper, or recyclable.
 - Hot liquids are served in paper-based products
 - Contracts with vendors forbid serving food or drink in Styrofoam
- ☒ **Printed Materials.** Recycled-content, soy-based inks, and 2-sided copies -- and quantities should be minimized whenever possible!
 - Use electronic registration, correspondence and forms.
 - Use electronic newsletter
 - Print brochures and other printed items on recycled content paper with 2-sided copying.
 - Soy-based and additional considerations planned for 2009.
- ☒ **Waste Reduction.** Event planners should make a general commitment to reduce the amount of waste generated by their event.
 - Goody Bags are not plastic this year, instead are usable backpacks.
 - Food bank at finish line to take unwanted food from finish line food bags distributed to all runners.
 - Encouraging exhibitors and vendors to minimize wastes and provide for recycling of boxes and other set up wastes.
 - Encourage the use of mass-transit and/or carpooling to your event, including trolley.

- ☑ **Green Signage.** Event planners must commit to **tell their participants about *how green*** the event is. Event signage should include the *Virginia Green* logo and list all “green activities” practiced in the planning and operation of the event.

- Posted web-link to the Virginia Green Events webpage.
- Created a green event section on your event’s webpage highlighting green activities.
- Posted signs at registration which lists all of your green activities.
- Used the Virginia Green logo on signs and at recycling centers

- ☑ **Your Green Statement.** Why Are You “Greening” Your Event? Live Nation as part of the Beachevents program is committed to the overall betterment of the environment through event practices that insure the protection of the environment. Live Nation as a company has committed to making all their venues “greener” by providing the necessary “tools” for the staff to achieve this goal. The goal of the Beachevents division is to make all of our events green and to, the best of our ability, insure the protection of the environment that provides the fantastic tourist experience we all benefit from.

For more information on Beach Music Weekend 2008 please go to www.BeachstreetUSA.com.

For more information on *Virginia Green* program, see www.deq.virginia.gov/p2/viriniagreen. Click on “Events” for a more of green events.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

